



Smart design is the foundation of any successful print project.

A THOUGHTFUL, STRATEGIC APPROACH TO DESIGN IS THE MOST IMPORTANT WAY TO ENSURE THE INFORMATION COLLECTED WILL YIELD COST INTELLIGENT, HIGH IMPACT RESULTS. OUR STAFF OF SEASONED DESIGN PROFESSIONALS ARE EAGER TO SHARE THEIR EXPERTISE ON CONTENT DEVELOPMENT, ARTWORK, AND PROVEN PRINT ENHANCEMENT TECHNIQUES. LEVERAGING THIS EXTENSIVE DESIGN KNOWLEDGE BASE IS A FUNDAMENTAL WAY TO OPTIMIZE THE SUCCESS OF YOUR NEXT DATA COLLECTION PROJECT.

WE USE SPECIALIZED DESIGN TEAMS, EXPERT IN THE SPECIFIC NEEDS OF OUR CUSTOMERS, TO PROVIDE UNPARALLELED, USER-FRIENDLY DESIGN. OUR DESIGN STAFF AVERAGES 10 YEARS OF EXPERIENCE AND HAVE A THOROUGH UNDERSTANDING OF SCANNABLE FORM DESIGN AND ITS RELATIONSHIP TO OUR SCANNING SYSTEMS, ENSURING TECHNICALLY CORRECT, HIGHLY USABLE FINAL DESIGNS.

We will oversee your project from design to print to delivery—resulting in an attractive, user-friendly solution that optimizes scanning performance.

Several options to consider are available to further enhance your pieces:

- Highlight your materials with photography, line art, illustrations, and various typefaces.
- Customize your pieces by embossing, foil stamping, or adding your logo to promote your organization's identity.
- Expand your audience by printing in multiple languages.
- Incorporate popular numbering methods including serial numbering, bar coding, lithocoding, and OCR-A and OCR-B numbering to ensure data accuracy.
- Make processing easier by adding corner cuts, alignment notches or perforations to your scan form.
- Improve processing performance by using drop out inks for critical data capture areas.

Making K-12 Testing Easier

Testing and assessment in education is more prevalent than ever before. Educators need a full arsenal of incredibly accurate and reliable testing and assessment material for complete and timely analysis.

One of the largest Midwest school districts relies on Scantron as their testing & assessment printing partner.

Three times each year Scantron will design, print, package, and ship assessment materials for 27 unique locations. Our print services team provides everything from the scannable answer sheets, test booklets and teacher manuals to pencils and paper rulers.

Consolidating the production and delivery of all assessment materials with one source saves the district time and minimizes confusion.

and provide an excellent level of service. Thank you for your time.

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | N/A |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. I found the staff to be professional and courteous. | <input type="checkbox"/> |
| 2. The educational materials provided to me about my medication and treatment were helpful. | <input type="checkbox"/> |
| 3. When I call Hemophilia Health Services, I easily reach the person I need. | <input type="checkbox"/> |
| 4. My medication shipment was complete. | <input type="checkbox"/> |
| 5. My shipment arrived when it was promised. | <input type="checkbox"/> |
| 6. The phone call I received from my pharmacist about my medication therapy was helpful. | <input type="checkbox"/> |
| 7. If applicable, my nurse was knowledgeable about: <ul style="list-style-type: none"> a. My condition b. My medication/therapy | <input type="checkbox"/> |
| 8. Hemophilia Health Services service has met my expectations. | <input type="checkbox"/> |
| 9. I would recommend Hemophilia Health Services to others. | <input type="checkbox"/> |
| 10. Hemophilia Health Services is concerned about my safety as a patient. <i>-Please place suggestions to improve patient safety in the comments section.</i> | <input type="checkbox"/> |
| 11. Before beginning medication, my insurance benefits were explained to my understanding: <ul style="list-style-type: none"> a. My co-payment b. My deductible c. My out-of-pocket d. Accredo's billing practice e. Annual or lifetime max | <input type="checkbox"/> |
| Comments: | | | | | | |

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | N/A |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. I found the staff to be professional and courteous. | <input type="checkbox"/> |
| 2. The educational materials provided to me about my medication and treatment were helpful. | <input type="checkbox"/> |
| 3. When I call Accredo Nova Factor, I easily reach the person I need. | <input type="checkbox"/> |
| 4. My medication shipment was complete. | <input type="checkbox"/> |
| 5. My shipment arrived when it was promised. | <input type="checkbox"/> |
| 6. The phone call I received from my pharmacist about my medication therapy was helpful. | <input type="checkbox"/> |
| 7. If applicable, my nurse was knowledgeable about: <ul style="list-style-type: none"> a. My condition b. My medication/therapy | <input type="checkbox"/> |
| 8. Accredo Nova Factor service has met my expectations. | <input type="checkbox"/> |
| 9. I would recommend Accredo Nova Factor to others. | <input type="checkbox"/> |
| 10. Accredo Nova Factor is concerned about my safety as a patient. <i>-Please place suggestions to improve patient safety in the comments section.</i> | <input type="checkbox"/> |
| Comments: | | | | | | |

Prepress

As your project reaches the final stages before going to press, efficiency and accuracy are critical. Our prepress team uses state-of-the-art workflow management software to insure the same file is utilized beginning with customer approval and going through the printing process. The major benefits are reduced proof cycle time to you and 100% accuracy with the final printed piece.

Our prepress department consists of:

- 4 computer to plate systems
- 2 fully equipped conventional plate systems
- 4 Xerox® Docutech® color printers for proofs
- 38 Apple® Macintosh® design stations
- 9 PC design stations

We are able to accept files and incorporate successful design solutions from all the leading design software packages.

Design with personalization in mind

We use advanced design and printing techniques to personalize your assessment materials including cover letters, scan forms, and any other inserts requiring personalization.

Personalization can include simple identifiers such as student ID numbers or complex demographic information. This makes filling out the form quicker for the user and scanning more efficient and precise.

Creative Options

Want to tackle the design yourself? We've developed software just for that as well. Our software helps you to create your own design forms—at your own pace—and print directly to your laser printer.

If you're interested in creating scannable forms, you can use Scantron DesignExpert™ software to create, personalize and print your own. Or, after your design is completed, send it to us and we'll print it for you.

Want to dig even deeper into the process? In addition to providing design services and software, we offer an extensive array of design classes, software training and design consultation services.

Professional Services

If you are short on time and resources, let our professional services group assist you. They will help you with forms analysis, design analysis, project management, and usability testing to maximize your data collection system's efficiency and accuracy.



GREAT DESIGN SETS THE STAGE FOR GREAT RESULTS. REGARDLESS OF THE PATH YOU TAKE, THE BOTTOM LINE IS TO ACHIEVE GREAT RESULTS.

SCANTRON CAN HELP EVERY STEP OF THE WAY.